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DEPARTMENT OF COMMERCE
BUREAU OF STANDARDS
WASHINGTON

Letter
Circular
LC-367

(April 12, 1933)

TABULATION OF REPORTS
FROM CITIES CONDUCTING HOME MODERNIZING CAMPAIGNS
IN 1932

(Prepared by the Advisory Committee on
Reconditioning, Remodeling, and Modernizing.)

Property improvement campaigns were conducted in 145 cities in the United States in 1932, according to reports submitted to the committee. Of these cities, 82 recorded expenditures for labor and materials totaling \$65,928,535.

Every effort has been made to check with local committees the amounts pledged, and actually expended, in these campaigns. In some instances, however, final or definite reports are not available, and a brief statement of the facts that are on record is all that can be given.

STATE AND CITY

PLAN OF ACTION

ALABAMA

Birmingham

A most successful improvement campaign, sponsored by the Chamber of Commerce and the American Legion, resulted in over \$1,000,000 spent in building improvement work.

ARIZONA

Phoenix

"Create a Job" Campaign conducted early in 1932 resulted in 1,493 jobs, 15,080 days of work, and a monetary value of \$157,678 in created work.

ARKANSAS

Little Rock

Campaign started by Chamber of Commerce in spring of 1932. The estimated cost of needed repairs was \$2,680,000. The amount of work actually accomplished by September was \$245,600 - of this amount \$182,200 was spent in wages. New activity in the campaign was started in late summer, and work was continued for several months. As no final report is available, it is assumed that the final amount spent approached the cost of needed repairs.

STATE AND CITYPLAN OF ACTIONCALIFORNIA

Glendale

Junior Chamber of Commerce carried on a clean-up and paint-up campaign in spring. No financial report is available.

Los Angeles

Had an active campaign, started in October, 1932.

Riverside

Spent \$120,955 for employment in spring campaign; conditions improved.

Sacramento

Conducted a man-a-block campaign in spring; 700 salesmen were each assigned a block; about 4,000 pledges were signed wherein home owners agreed to spend \$2,294,371 toward labor and materials for home improvements, "doing those things they had planned to postpone temporarily."

San Francisco

Engaged in modernizing campaign, summer and fall.

San Jose

Ten jobs financed at \$50,000; dealers benefited, and unemployed assisted.

Santa Barbara

Had clean-up and paint-up campaign spring of 1932, and did some remodeling work in connection with it.

Stockton

Chamber of Commerce began a campaign in 1931, which was continued in 1932. No financial report is available.

Tracy

Had employment campaign in fall of 1932.

COLORADO

Denver

Remodeling and employment campaign conducted in spring of 1932. Another modernizing campaign reported to have been conducted in fall. No figures are available.

CONNECTICUT

Bridgeport

Had modernizing campaign in spring of 1932.

Fairfield

Spring employment drive resulted in pledges of \$90,000 toward labor and materials for property improvement.

Glenbrook

Organized repair and improvement campaign conducted in the fall.

Meriden

American Legion carried on campaign in spring; Rochester plan used; total pledges amounted to \$600,000.

STATE AND CITY

PLAN OF ACTION

FLORIDA

Lakeland

More than \$15,000 was spent in a city of 13,000 people for home improvement work as a result of spring campaign.

GEORGIA

Atlanta

Carried on employment drive early in 1932. Conducted a home modernizing campaign in the fall. No figures available.

Rome

Followed Muncie Plan early in 1932.

ILLINOIS

Aurora

American Legion and Employment Council conducted man-a-block campaign spring of 1932. Home improvement campaign was planned in fall. No late report.

Bloomington

Intensive job campaign conducted by American Legion early in 1932.

Charleston

American Legion conducted spring campaign; churches and fraternal organizations cooperated. No figures are available.

Chicago

Extensive modernizing campaign started in October was planned for 6 months duration.

Danville

Developed \$300,000 worth of work in spring modernizing campaign.

Evanston

The Evanston Emergency Plan Committee put on a drive during May; \$500,000 was subscribed up to May 21; amount was expected to go to \$1,000,000. No final report is available.

Freeport

Modernizing campaign resulted in \$500,000 pledged; \$100,000 was spent for the improvement of property, furniture, equipment, etc. Activity planned for several months duration.

Galesburg

Total of \$1,005,000 pledged toward property improvement.

Princeton

Had employment campaign early in 1932. No details available.

Streator

Spring campaign resulted in \$125,000 pledged for modernizing work.

STATE AND CITY

PLAN OF ACTION

ILLINOIS - cont'd.

Sycamore

Used combination of Muncie, Rochester, and home plans in campaign which has been running successfully and periodically for four years.

Urbana

"Stabilization plan committee of the Urbana Association of Commerce expanded building and loan associations to take care of financing to the extent of \$100,000 to build new homes or modernize old ones. Plan was a decided success."

INDIANA

Elkhart

American Legion conducted campaign, spring of 1932, in which pledges amounted to \$500,000; no definite check up was made of amounts spent.

Jasonville

Reconditioning, remodeling, and modernizing pledges totaled \$17,768 and 127 men were given work.

Muncie

Spent \$333,333 in property improvements; employed 1,500 people.

IOWA

Cedar Rapids

Had modernizing campaign spring of 1932; no tabulation of work made.

Des Moines

"No definite figures are available, but building permits increased, while throughout the state and country they decreased."

Keokuk

Chamber of Commerce put on campaign for construction; secured pledges amounting to \$100,000. New campaign was contemplated for fall.

KANSAS

Manhattan

Modernizing campaign, conducted in summer, resulted in \$83,896 pledged for property improvement in first month of three-months campaign. No late report.

KENTUCKY

Owensboro

Campaign created about \$5,000 worth of modernization and repair work in early summer. Planned strong campaign for fall. No recent information is available.

LOUISIANA

Shreveport

Carried on "Prosperity Campaign" in spring of 1932. No figures are available.

STATE AND CITY

PLAN OF ACTION

MAINE	
Portland	Conducted employment and modernizing campaign spring of 1932.
MARYLAND	
Annapolis	Mayor's committee carried on work in spring of 1932.
Cambridge	Job campaign worked out successfully. No figures are available.
MASSACHUSETTS	
Holyoke	"Put someone to work campaign" resulted in pledges totaling \$124,000. Redeemed pledges indicate that actual expenditures will exceed this amount.
Greenfield	Employment campaign has resulted in 262 pledges of 4,611 hours of work. Complete figures are not available.
Gloucester	Had employment campaign in which \$50,000 was raised for providing jobs.
Orleans	Property improvement campaign conducted in summer resulted in \$12,500 pledged for modernizing.
Taunton	Used Rochester plan; \$327,000 was subscribed in April, and amount was expected to go to \$500,000 or \$600,000. No late report is available.
MICHIGAN	
Battle Creek	Had modernizing campaign early in 1932; good results were reported.
Detroit	Had unusual modernizing campaign, in which an old house was moved to a public park and remodeled. The work attracted the attention of about 250,000 people within two months. Coincident with the modernization of the house in the park, permits issued for modernization work and alterations to other property amounted to \$224,242 in the first two months of activity. Complete figures are not available.
Grand Ledge	Job campaign early in 1932 created 173 jobs. Complete records are not available.

STATE AND CITY

PLAN OF ACTION

MICHIGAN - cont'd.

Hastings

American Legion conducted campaign early in 1932. No figures were reported.

Jackson

Spring building and repair work amounted to \$343,113.

Lansing

City-wide paint-up, clean-up and modernize drive in May resulted in \$40,625 being released for labor and building supplies.

Owasso

Started campaign in spring under Lansing stimulus. No financial report is available.

Saginaw

Pledges in spring campaign amounted to \$10,000.

Sault Ste. Marie

Had clean-up campaign in spring of 1932 in which some remodeling was done.

Union City

Conducted a "Job" campaign in spring.

Wyandotte

Put on a modernization and rebuilding campaign in spring of 1932.

Ypsilanti

Had modernizing campaign in spring; 100 jobs were listed, old and new construction.

MINNESOTA

Duluth

Campaign early in 1932 resulted in pledges for \$3,700,000 to be spent for employment and property improvement.

Faribault

Building industries cooperated with American Legion in Home Improvement Show and remodeling and modernizing campaign.

Minneapolis

Modernizing and employment campaign spring of 1932, conducted by Civic and Commerce Association and American Legion Auxiliary workers, resulted in pledges amounting to \$7,387,618.

St. Cloud

Conducted home modernizing campaign in spring of 1932, which resulted in pledges for repair work totaling about \$500,000.

MISSISSIPPI

Hattiesburg

American Legion carried on employment campaign early in 1932.

STATE AND CITY

PLAN OF ACTION

MISSISSIPPI - cont'd.

Jackson Home Improvement Campaign, sponsored by Chamber of Commerce, American Legion, and women's clubs, created over \$110,000 worth of home improvement work.

Yazoo City American Legion carried on employment campaign early in 1932.

MISSOURI

Carthage Campaign completed in spring; about \$100,000 was spent for labor and materials. New campaign was planned for fall. No late report.

Sedalia U. S. Employment Bureau conducted campaign early in the year.

MONTANA

Great Falls Had campaign in spring in which hundreds of homes were reconditioned. Probably 1,500 men were employed in the work.

NEBRASKA

Lincoln Spring campaign resulted in \$1,798,248 spent on new buildings and improvements; 13,686 hours of work on odd jobs, and 4,525 men given employment for three months. Community Chest reported a decline of 50% in its applications for relief.

Omaha Campaign, conducted in May, resulted in work on residential improvement projects amounting to about \$500,000; business was greatly stimulated.

NEW JERSEY

Collingswood Campaign active indefinitely; spring canvass resulted in \$40,000 in pledges toward property improvement. For public works, \$15,000 was spent in materials and \$11,000 for labor. (Total \$66,000).

East Orange Contracts were placed for the expenditure of \$100,000 for home improvements before the end of 1932. In addition, 160,000 hours of labor were pledged, at an estimated value of \$100,000.

Elizabeth Vigorous home improvement campaign started in late summer reported pledges amounting to \$400,000 and covered approximately 800 jobs.

STATE AND CITY

PLAN OF ACTION

NEW JERSEY - cont'd.

Montclair

Public work, employing 500 to 600 men, early in the year amounted to \$138,000.

Morristown

Had employment campaign; raised \$62,000 to carry on work.

Paulsboro

Had spring drive in Gloucester County for remodeling and construction work.

Trenton

Has employed about 1,000 people improving city institutions, roads, parks, etc.; expense \$200,000 from October 1931 to May 1932. Planned to increase activity in fall.

NEW YORK

Buffalo

Employment and home improvement campaign resulted in pledges amounting to about \$2,000,000. The largest item was for carpenter work, which amounted to nearly \$350,000 in about six weeks time. Other large items were for painting, interior decorating, plumbing, and mason work.

Clinton

Had campaign in spring which resulted in \$20,150 spent in remodeling work.

Huntington

Citizens pledged \$351,000 for property improvement.

Kingston

Pledges for labor and property improvement amounted to \$300,000.

Kips Bay

Neighborhood Association continued clean-up campaign. Over 2,400 men were given 40,812 days of employment. Much constructive home improvement work was accomplished. In all, more than \$200,000 was spent in wages to workmen.

Poughkeepsie

American Legion carried on employment and property improvement campaign in spring; amount pledged was \$669,977.

Rochester

Campaign continued in 1932 under "Rochester Plan," created more than \$6,000,000 in work. Individual pledges for property improvement ran as high as \$75,000. Altogether 648 jobs of \$1,000 or more were listed.

STATE AND CITY

PLAN OF ACTION

NEW YORK - cont'd.

Saranac Lake

Had \$75,000 promised in labor contracts for improvement work. Contributions for work amounted to \$1,564.

Tarrytown

Pledges for modernization work totaled \$20,000.

Rutgers

Employment campaign early in 1932 resulted in pledges of \$1,738,000 to be spent for labor and materials in property improvement work.

NORTH CAROLINA

Asheville

Modernization campaign organized early in 1932 resulted in pledges amounting to \$267,000. Later reports indicated that pledges were met, and much work was done which did not come within the range of reported construction.

Wilmington

Employment campaign kept 700 men busy from Nov. 1, 1931, to Mar. 31, 1932. Low wages; work mostly on public parks, buildings, and city streets; \$75,000 was raised by voluntary subscriptions and all of the fund was expended in labor.

NORTH DAKOTA

Fargo

Had campaign spring of 1932; results reported as beneficial to contractors, laborers, tradesmen, and home owners; many remodeling and repairing projects were undertaken; no figures are available.

OHIO

Cincinnati

Home improvement campaign, spring of 1932, resulted in \$4,500,000 worth of work pledged for remodeling and rebuilding.

Chillicothe

"Give-a-Job" campaign early in 1932 resulted in 9,784 work hours; \$2,622 in wages; 262 out of 310 given work.

Cleveland

Carried on a "Renovizing" campaign early in 1932. No financial record is available.

Columbus

Campaign resulted in \$2,000,000 spent for labor and materials.

STATE AND CITY

PLAN OF ACTION

OHIO - cont'd.

Dayton

American Legion with other organizations conducted employment campaign early in 1932 in which 1,100 jobs were secured, representing 200,000 hours of work, or approximately \$100,000 in labor. Work was largely on repairs to buildings.

Hamilton

Spring campaign resulted in pledges for building and remodeling totaling \$40,000 and pledges for odd jobs involving unskilled labor totaling about 6,000 work hours. (About \$43,000 in all).

Marietta

Marietta-at-work campaign, early in 1932, resulted in 24,000 hours of work pledged; possibly \$12,000 spent in labor; campaign was considered "successful."

Marion

Campaign, early in 1932, resulted in 110,000 work hours pledged, paying about \$55,000 in wages.

OKLAHOMA

McAlester

Campaign conducted in spring of 1932 resulted in \$70,000 spent in remodeling and modernizing property and in new construction.

Muskogee

Had employment and modernizing campaign early in 1932.

Oklahoma City

Employment campaign conducted in spring of 1932.

Ponca City

Spring campaign resulted in the employment of 1,200 men; at least 300 of them were engaged in modernizing work; \$250,000 was spent in labor and materials.

Tulsa

American Legion sponsored campaign activities which resulted in about \$100,000 spent for labor and materials in property improvement.

OREGON

Albany

Had employment and property improvement campaign early in 1932, which was considered "successful."

Bend

Spent about \$5,000 in remodeling work, spring of 1932; about \$3,500 for labor and \$1,500 for materials.

STATE AND CITY

PLAN OF ACTION

OREGON - cont'd.

Corvallis

Had campaign early in 1932; more than 75 complete remodeling jobs were finished besides many secondary ones. Estimated expenditure in materials and labor was \$300,000.

Portland

Conducted modernizing campaign in 1932; pledges for work numbered about 6,000 and totaled \$10,548,135. This is the largest campaign reported.

Salem

Had work promotional campaign early in 1932. Late reports indicate that amounts spent for labor and materials approximate \$300,000.

PENNSYLVANIA

Carlisle

Spring campaign resulted in 260 pledges totaling \$104,000 to be spent in materials and labor.

Philadelphia

Has a vigorous and extensive property improvement campaign, started in the fall. It includes all types of buildings - commercial, industrial, and institutional, as well as residential. Records of total pledges on work are not yet compiled. Estimates run into millions.

Sharon

Campaign conducted in spring resulted in \$320,399 pledged for labor and materials. Late reports indicate that the amount spent in excess of that pledged brought the total to about \$471,000.

Titusville

Campaign conducted in spring of 1932; \$50,000 was spent for reconditioning and modernizing homes.

Union City

American Legion conducted employment campaign in spring of 1932.

West Chester

Campaign reported active in spring. No further information is available.

York

American Legion conducted employment and modernizing campaign in April; about 1,132 people were given employment.

SOUTH CAROLINA

Charleston

Had employment campaign in spring of 1932; paid \$750 to workmen; 87 jobs were reported; stimulation of business continued.

STATE AND CITY

PLAN OF ACTION

SOUTH CAROLINA - cont'd.

Columbia Local organizations cooperated in spring employment and clean-up campaign.

Greenville American Legion conducted employment and modernizing campaign early in 1932.

SOUTH DAKOTA

Rapid City Movement to remodel, repair, and give employment resulted in 325 jobs and about 600 people given work.

TEXAS

Austin Unemployment campaign in 1932 placed 776 people in work; both temporary and permanent.

Beaumont Vigorous local campaign started in spring. Builders quoted reduced prices on house repair jobs for 30 days. Planned to use 1,800 workers; 300 odd jobs assigned to men in first 10 days of activity. No recent report is available.

Dallas Extensive campaign, fostered by Dallas Construction Congress, started in November.

Houston Employment and modernizing campaign resulted in more than 18,000 days of work and \$205,000 spent for labor and materials.

San Angelo Spring modernizing and employment campaign produced "satisfactory results."

Weslaco American Legion conducted employment campaign in spring of 1932.

Wichita Falls Man-a-Block campaign conducted by American Legion early in 1932.

UTAH

Ogden Had campaign in spring; "fairly successful."

Salt Lake City Make-Work Committee and Chamber of Commerce conducted campaign for home modernization in spring.

VERMONT

Bennington Man-a-Block campaign carried on early in 1932. Unusual development was in "Honor Loan System," whereby a fund was created from which home owners each could borrow up to \$200 for repair work.

STATE AND CITY

PLAN OF ACTION

VIRGINIA

Norfolk

Has an active modernizing campaign, started in December, sponsored particularly by women's clubs.

Richmond

Had a modernizing campaign in the spring of 1932. Pledged expenditures totaled \$2,527,-000 for reconditioning and remodeling work.

Roanoke

Make-Work movement, early in 1932, resulted in city work paying \$2,755 to labor, and odd jobs completed at a cost of \$306, or a total of \$3,061.

Staunton

Campaign, completed in May, resulted in \$4,164 spent for labor and materials.

WASHINGTON

Seattle

Employment and modernizing campaign started in spring produced generally favorable results.

Spokane

Spring building campaign resulted in an expenditure of \$4,099,869 - mostly for remodeling and modernizing work.

Yakima

The 1932 campaign created, in six weeks' time approximately \$150,000 worth of building activity.

WEST VIRGINIA

Clarksburg

The American Legion sponsored a "Buy Now or Do It Now" campaign in the spring of 1932 in which \$400,000 was secured in pledges. No definite check was made on work actually completed.

Wheeling

Spring campaign resulted in 2,366 jobs and \$568,810 expended in improving homes.

WISCONSIN

Appleton

Man-a-Block scheme used; 1,071 hours of work given men and women from February 15 to May 1, 1932.

Fonddu lac

Man-a-Block plan used; sponsored by American Legion, early in 1932.

STATE AND CITY

PLAN OF ACTION

WISCONSIN - cont'd.

Fort Atkinson

Started campaign early in 1932; vigorous program was planned.

Oshkosh

Building pledges totaled \$175,650; labor \$2,100; make-work jobs numbered 975. Credit due American Legion.

Sheboygan

House to house canvass was sponsored by American Legion early in 1932.

Superior

Spent \$30,000 per month from November, 1931, to May, 1932, and is spending \$20,000 per month from May to December, 1932, in labor, construction, and repair work. Estimate of entire expenditure \$300,000.

Other detailed information may be obtained from the:
Committee on Reconditioning, Remodeling, and Modernizing,
Bureau of Standards, Department of Commerce, Washington, D. C.



